



TAHSEEN KAUSER

Fashion Business and Promotion Graduate

EDUCATION

BA (Hons) Fashion Business and Promotion Birmingham City University 2016 - Present

Final Major Project

Proposed a new business concept for John Lewis to launch and experiential retail space called the Experiential Hub within there stores. Through in-depth resaerch of the experiential retail market, I constructed a 12 month business plan, a financial forecast, a marketing strategy and a launch event for this concept.

Events Management

Worked with a local charity in a team of eight we planned organised and executed a live event, in order to raise money for St Basils Birmingham which helps the homeless For the event as I was the Venue liason manager my main role for this project was to find a suitable venue in which our event could take place, making sure it was within our budget. Alongside that I also helped out with all the fundraising, by helping organise small events on the run up to our main event . this was a sucess as we raised just under £1,000 for the charity.

Digital Marketing, Branding and PR

Created a marketing and PR strategy for Dorothy Perkins considering the marketing mix. The concept entailed a collaboration between Dorothy Perkins and universities around the UK using a pop-up shop and social media, a catwalk event done by influencers to promote the brand to a younger audience. Also creating a timeline, costings to work out budget for the events.

A - Levels & GCSE's

Blue Coat Church of England 2009 - 2016

Three A-levels in Business Studies, ICT and Law
10 GCSE's including English, Maths and Business Studies

EMPLOYMENT

Avon Sales Representative - Jul 2018/ Present

- Sell Avon products via brochures to customers.
- Collect Avon brochures after customers have placed their orders.
- Send all orders off the Avon online.
- Deliver products to the customers.

Sales Assistant at Next LTD - Sep 2018 - Oct 2018

- Greeted and served customers.
- Gave customers help and advice on products and answered any queries the customers might have.
- Helped keep the shop floor clean and tidy by putting products back in its place.
- Opened the packaging and stocked up on products.


PROFILE


I am BA (Hons) Fashion Business and Promotion Graduate from Birmingham City University, and I am keen to pursue a career in Events Management

Throughout my degree I have explored the fashion industry in-depth and learnt skills within business, marketing and events management. This degree enabled me to identify my strengths and work on my weaknesses.


CONTACT

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 linkedin.com/in/tahseen-kauser-048a14135

ACHIEVEMENTS

Sixth Form Deputy Head Girl

Governors Award for Textiles

VOLUNTEERING

Penny Appeal Charity Fundraiser
April 2017 - Present

Raised £985 for St Basils Charity Birmingham through funfraising events

WORK EXPERIENCE

Work Placement

Sales Assistant at Dorothy Perkins - April 2015

- Greeted and served customers.
- Gave customers help and advice on products and answered any queries the customers might have.
- Helped keep the shop floor clean and tidy.
- Rotating and replacing stock.

Sixth Form Student Ambassador - Sep 2014 - July 2015

- Acting as a point of contact for students in need of support and guidance.
- Planning and attending events that take place in the school and providing support to staff at major Academy events such as Parents' Evenings, Open Evening, Year 6 Induction Evening and Prize Giving, etc.
- Acting as an ambassadorial visitor guide and representative of Blue Coat Academy during Open Days, and Year 6 Induction Day, etc.
- Taking leadership of other Sixth form members in an event, taking place in the school.
- Setting an excellent example to the rest of the school, in terms of attendance, punctuality, uniform, equipment, behaviour, respect, and effort.

INTERESTS & HOBBIES



Photography



Travelling



Cooking



Shopping



Playing Sports

REFERENCES

Alison Rapsey
Course Director
Birmingham City University
alison.rapsey@bcu.ac.uk
01213317875

Denise Bolus
Area Manager
Avon
denise.bolus@avon.com
07734878893

PERSONAL SKILLS

Organisation



Communication



Teamwork



Leadership



Creative



PROFESSIONAL SKILLS

Adobe InDesign



Adobe Photoshop



Microsoft Word



Microsoft PowerPoint



Microsoft Excel

